

### What They Do

Sales Representatives are one of the most important workers in the biotechnology industry, because their success is the company's success.

Sales Representatives sell goods for wholesalers or manufacturers where technical or scientific knowledge is required in such areas as biology, engineering, chemistry, and biotechnology. They are responsible for selling a company's products or services.

Sales Representatives generally sell directly to the customer, and may visit them at their office, manufacturing facility, or other location. Representatives familiarize the customer with the various aspects of the product or service, pointing out features that each individual customer is interested in. They may demonstrate products or services. Representatives take orders, quote prices, inform the customer of any special pricing offers, and answer questions. They generally are also required to find and sell to new customers by telephoning or visiting them.

They may have sales goals or quotas, and part of their income may come as a percentage of sales. Some Sales Representatives handle important accounts and may spend a great deal of time with just a few customers. Experienced Sales Representatives may also train new sales staff.

*Greenhouse Assistants in the biotech industry share characteristics of Agricultural & Food Science Technicians and Life, Physical, and Social Science Technicians, All Other. Detailed descriptions of these occupations may be found in the Occupational Information Network (O\*NET) at [online.onetcenter.org](http://online.onetcenter.org).*

Important skills, knowledge, and abilities include:

- ▶ Sales and Marketing – Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- ▶ Mathematics – Knowledge of arithmetic, algebra, geometry, calculus, statistics, and their applications.
- ▶ Speaking – Talking to others to convey information effectively.
- ▶ Writing – Communicating effectively in writing as appropriate for the needs of the audience.
- ▶ Oral Comprehension – The ability to listen to and understand information and ideas presented through spoken words and sentences.

### Training/Requirements

- ▶ Bachelor of Arts or Science degree.
- ▶ Up to two years of related experience.
- ▶ Must possess some knowledge of the company's products. (See **Additional Sources of Information.**)

## Sales Representatives

# Biotechnology Careers

### What's the California Job Outlook?

While the Bureau of Labor Statistics does not collect data on Marketing and Sales Representatives, the occupation listed below is found in the biotechnology industry and has similar duties to Sales Representative. The California outlook and wage figures are drawn from all industries and represent an occupation comparable to Sales Representatives.

Standard Occupational Classification	Estimated Number of Workers 2002	Estimated Number of Workers 2012	Average Annual Openings	2005 Wage Range (per hour)
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products 41-4011	47,000	57,400	2,270	\$22.83 to \$45.39

*These figures do not include self-employment.*

*Average annual openings include new jobs plus openings due to separations.*

*Source: [www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov), Employment Projections by Occupation and OES Employment & Wages by Occupation, Labor Market Information Division, Employment Development Department.*

### Additional Sources of Information

American Marketing Association  
(800) AMA-1150  
[www.marketingpower.com](http://www.marketingpower.com)

Society for Marketing Professional Services  
(800) 292-7677  
[www.smps.org](http://www.smps.org)

National Association of Sales Agents  
(815) 838-3055  
[www.nasareps.com](http://www.nasareps.com)

Occupational Information Network (O\*NET)  
<http://online.onetcenter.org>